

**14<sup>TH</sup> SCIENTIFIC-TECHNICAL SYMPOSIUM  
EXPOLIVA 2009  
Jaen, 13 to 15 May 2009**

The papers for the various Forums of the Scientific-Technical Symposium: EXPOLIVA 2009 may refer to any of the following areas of knowledge, which, generically, are related to Olive Groves and Oil.

**FORUM ON OLIVE GROVES AND THE ENVIRONMENT**

- Production factors: climate, soil and tree
- Plantation planning and design
- Advances in growing techniques: irrigation, fertilisation, pruning, soil management, etc.
- Sustainable development in Olive Groves
- Integrated production
- Ecological cultivation
- Plant improvement and crop protection
- Olive grove mechanisation
- Harvesting techniques
- Use of olive biomass
- Use of olive oil industry by-products
- Traditional, intensive and super-intensive production systems
- Conditionality
- Traceability
- Olive groves and climate change
- Advances in pest and disease control
- Productivity and water use efficiency

**FORUM ON THE OLIVE OIL INDUSTRY, TECHNOLOGY AND QUALITY**

- New methods of describing virgin olive oils
- Production factors that determine oil yield and quality
- Process automation and optimisation
- Comprehensive use of the by-products of two-phase centrifugation
- Development of new technologies for processing olives, obtaining oil and preserving quality
- Quality assessment and standardisation
- Traceability
- Advances in the design of olive oil industries
- Production and quality control systems
- Biomass, biofuels and bioplastics
- Refining systems

## **ECONOMIC AND SOCIAL FORUM**

- Economy of olive farms and their future development
- The promotion of quality virgin olive oils and information systems
- Supply and demand
- Structure of the olive oil industry and related companies
- Product marketing strategies
- Product differentiation
- Brand policies, design and intangible management
- Producer and distributor brands
- Logistics and commercial distribution
- Olive oil company management: economy of knowledge
- International olive oil trade. Factors for its development
- Origin and destination markets
- Spot, futures and options markets
- Concentration of supply
- Description of demand
- Electronic commerce systems
- Economy of olive by-products
- Olive groves and rural development
- The labour market in the olive sector

## **FORUM ON OLIVE OIL CUISINE AND CULTURE**

- Historical aspect of olive growing and of the olive oil industry art, sociology, science and economy
- Anthropological factors of olive cultivation
- Mediterranean cuisine, olive oil culture
- Communication and dissemination of olive oil culture
- Interpretation and museum discourse in the olive sector
- Olive landscapes
- Healthy effects of the Mediterranean cuisine
- Lifestyles and promotion of olive oil culture
- Olive oil and catering
- Mediterranean diet and sport
- New uses of olive oil
- Olive oil in the world